

# PHILIP MORRIS

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## INTER-OFFICE CORRESPONDENCE

PHILIP MORRIS EUROPE

F 17 OCT 1978

RWM

To: Mr. R.W. Murray

Date: October 17, 1978 JMH/amr

From: J.M. Hartogh

C.C.: AEB - PI

Subject: ICOSI Project Team

4th World Conference on Smoking & Health - Stockholm 1979

### Brief Report on my Activities so far

1. My project team is complete, but for one outside consultant. The team consists of :

Mr. Murray Senkus of Reynolds  
Dr. Adlkofer, scientist of the German Verband  
Mr. Peter Lee, statistician of the TAC  
Mr. Don Hoel of Shook, Hardy & Bacon  
Mr. Christian Vogel from Reemtsma (to act as secretary and to supervise our communication center)  
Mr. Lenart Zahn, U.S. writer and advisor on Smoking & Health (He has worked for both the Institute and Philip Morris, and he will be our contact man with the Conference Press room)  
Mr. Paul Isenring (to act as my assistant on a day-to-day basis) and, of course,

myself.

2. I found out that the Tobacco Institute in the U.S., the German Verband, the TAC, Reynolds and other companies, have made individual arrangements to cover the World Conference. Therefore, I have had talks with the German Verband and TAC with the question if they would cooperate with my project team, like the Tobacco Institute already has promised to do. They agreed to a meeting of my project team together with a representative of the German Verband (either Dr. Koenig or Dr. Brückner), a representative of TAC, Hugh Grice, and a Vice-President of the Tobacco Institute, Mrs. Anne Duffin, in the offices of Shook, Hardy & Bacon in Kansas City on November 20 and 21. During this meeting, the methods of coordination will be discussed and my plan for the total coverage finalized.
3. Accommodation for the project team and a number of scientists whom we want to invite to be present at the World Conference to ask questions has been arranged for in Stockholm.

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4. Our Communication Center in Stockholm has been set up in the offices of a Public Relations firm which is five minutes from the Convention Center where the Conference will be held. In fact, this PR firm is a permanent advisor to Stockholm's Trade Fair organization and, as such, has a permanent office right in the Convention building so that we will even have a "pied-à-terre" on the Conference's door steps (of course, operating under the name of this PR firm).

We will have 3 to 4 telex machines and 6 to 8 telephone lines exclusively for our use.

5. I may suggest a special meeting of the Executive Committee or a telephone conference of the Executive Committee early November:

- a) to approve my plan
- b) to give me authority to send information plus comments to national trade associations the world over on the spot; which I will only do, of course, after checking with scientists and lawyers.

6. Together with the Stockholm PR agency, I am closely following on a day-to-day basis what the organizers of the World Conference, who are both Swedes, are doing. I expect to have a draft program of the 4th World Conference in my hands within the next 2 weeks.

7. During this special Executive Committee meeting, whatever form it will take, I would like to ask for a budget which will cover initial expenses. I would like to suggest to you that I get some help from PME headquarters administration to set up a simple accounting system to monitor the money that I now spend out of my own Corporate Affairs budget for ICOSI purposes.



J.M. Bartogh

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